THRIVE
MARKET

Yourz Truly LOLZ.

Vancouver Farmers Market Tomato Festival `09

It was hella hot.
moist.

THRIVE
MARKET

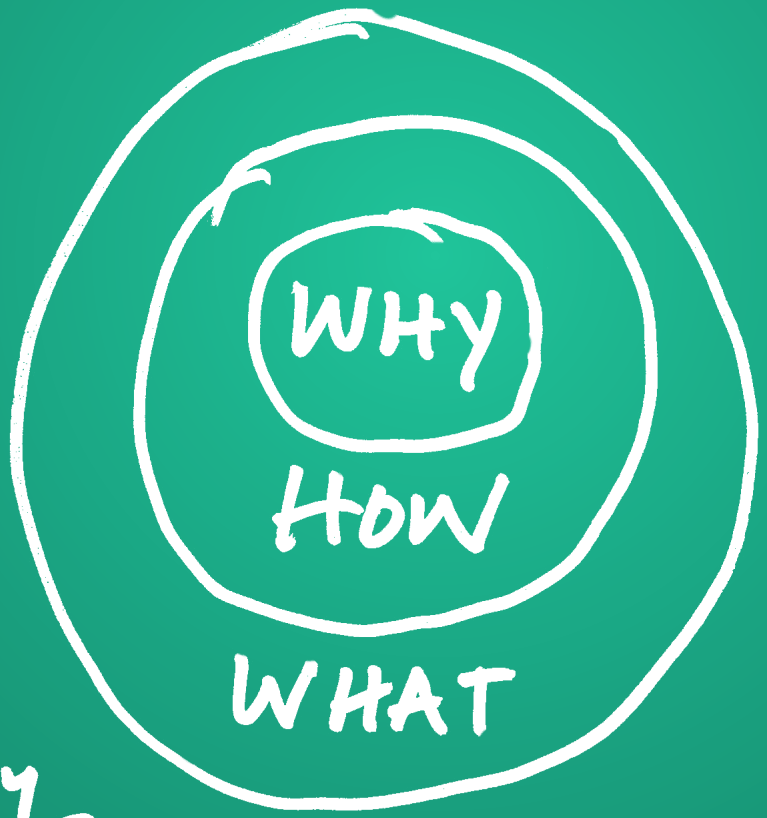
THRIVE

— MARKET —

THRIVE
— MARKET —

Company
PRD
Feature
GTM

THE GOLDEN CIRCLE

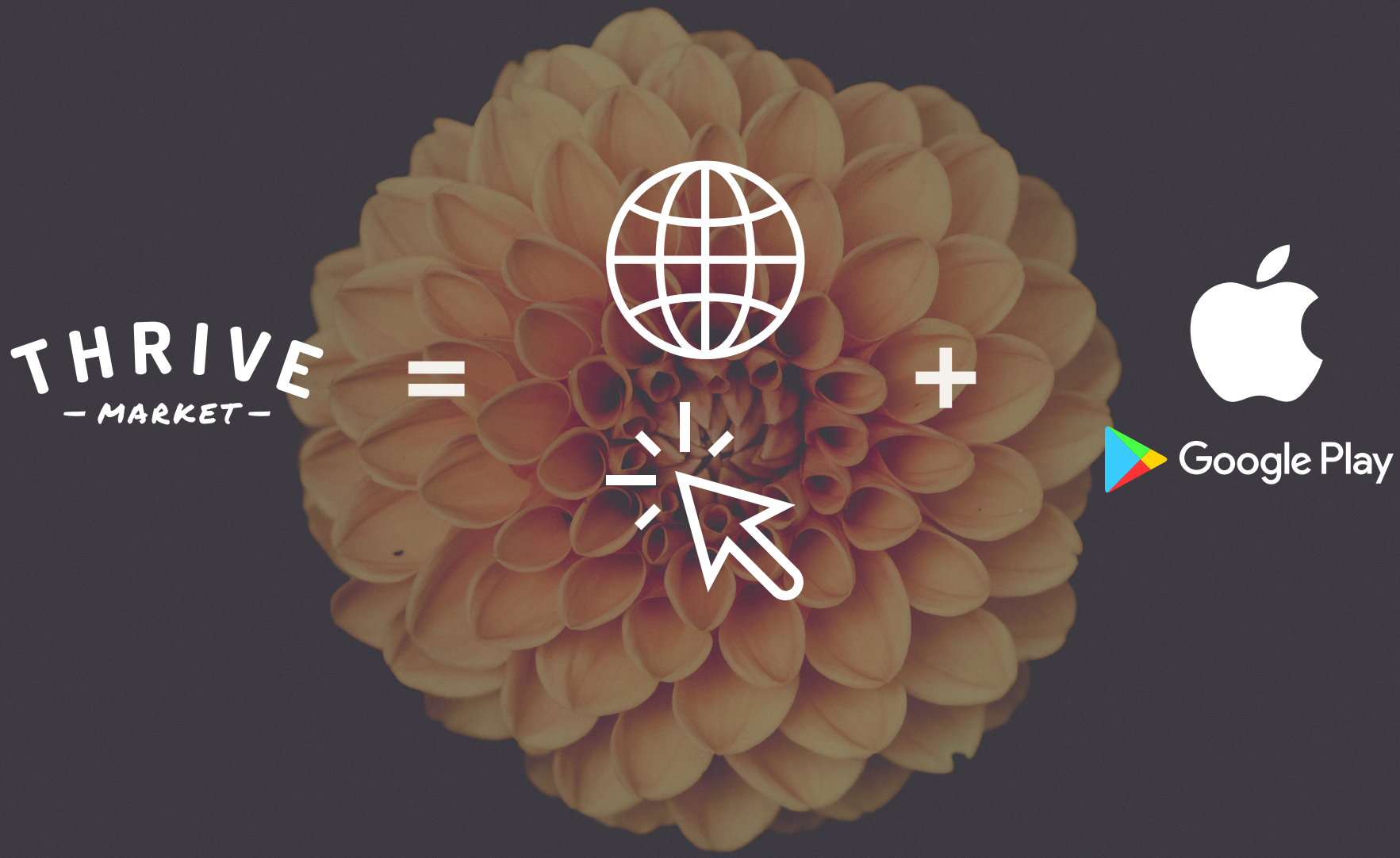


by SIMON SINEK

What is Thrive Market?

THRIVE
MARKET

company: what



THRIVE MARKET

company: what

THRIVE MARKET = Sam's Club, Costco Wholesale, REI (www.rei.com) + USDA Organic, Whole Foods Market, Trader Joe's

THRIVE
— MARKET —

1 yr. membership= $60

Members save 25—50%

For every membership, one is gifted. 😇

toms

warbs

mels
THRIVE
MARKET

bracies
company: what

THRIVE MARKET

Certified Organic Food
+50% cost above "traditional"

All food savings are passed on

Private Label ~100 Foods

TRADER JOE'S

How did Thrive Market come to be?

THRIVE
MARKET

company: how

COSTCO WHOLESALE
Sam's CLUB
WHOLE FOODS MARKET
TRADER JOE'S
VONS
Walmart
THRIVE MARKET
amazonfresh
We'll make the trip.
instacart
GRUBHUB
UBER EATS
EAT
Blue Apron
SUN BASKET
BOXED
jet
THRIVE MARKET
company: how

no built in delivery

cooked food

regionally available

THRIVE MARKET

uncooked perishables

perishables

no expert curation

company: how

un box

ing cult(ure)

free ship >$47

company: how

company: why

THRIVE
MARKET

company: why

SM
SNAP
Supplemental
Nutrition
Assistance
Program
THRIVE
MARKET

company: why

NOW LEASING
NEW
BURGERS
ORGANIC
nicht
here.
THRIVE
MARKET
company: why

here.
no whole foods
THRIVE
MARKET
company: why

Company PRD Feature GTM

Jamie Nurturewithvalues

Age: 22
Location: Lawrence, KS
Nutritionist Student/Young Mom

Jamie is an early majority adopter, using tech when she can around her busy life as a young mom, and active mom.

Pain: wants to purchase non-GMO foods for baby with budget in mind

Gain: curious to learn cooking basics for bottom line

THRIVE MARKET

Doug Gettingfitdad

Age: 31
Location: Naperville, IL
Analyst at Alexander Group

Doug is a father of two, jammed at the office and now frequently travelling, he wants to lose weight.

Pain: on the road life means varied access to healthy foods

Gain: learn about better nutrition in snacks for those long nights

THRIVE MARKET

Carrie G. Emono

Age: 23
Location: Ontario, ID
Student/Wwooffer

Doug is a free-spirit and food activist, No-GMO all the way, she is travelling all summer with access to fresh food, but not staples

Pain: with celiac disease, on the road she needs to source wisely

Gain: thrive market has a value for gluten-free products

THRIVE MARKET

Rams Plantbasedgrappler

Age: 28
Location: Kansas City, MO
BJJ MMA Fighter in training

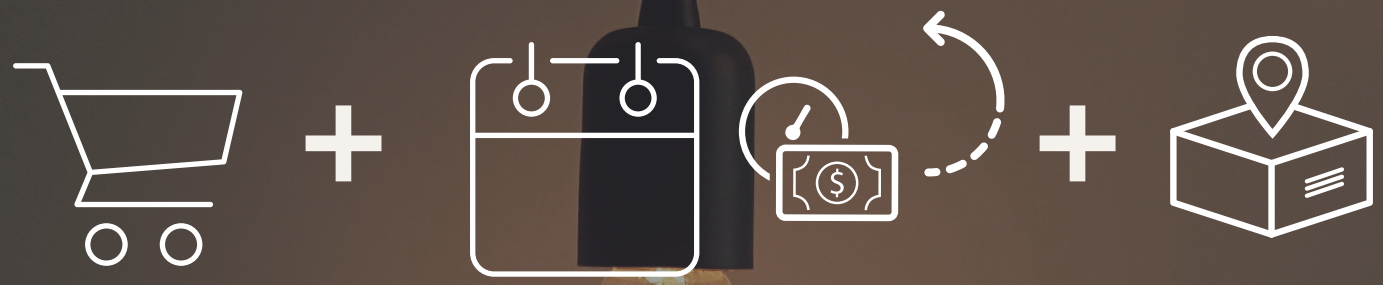
Rams is a professional athlete with an extreme training schedule and even more extreme calorie intake

Pain: he has trouble sourcing good vegan supplements on the reg

Gain: scheduled deliveries of protein powders would free him up to train more

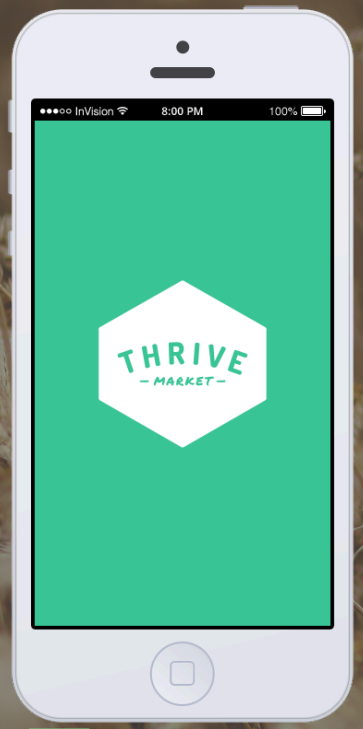
THRIVE MARKET

prd: personas



reoccuring scheduled orders preapproved for purchase with specific ship address per order

WHY



Thrive Market already has reorder features. Only add to cart.

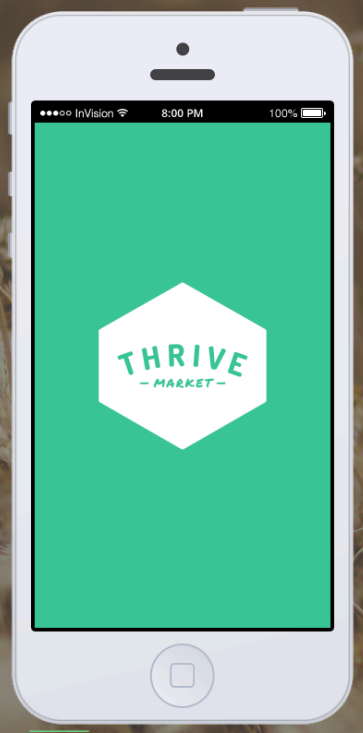
Creating this feature improves utility with all levels of members.

Orders (reoccurring) > than one month cycle.

Increase volume of sales.

Higher NPS for ability to manage orders.

THRIVE MARKET



Add UI to both web and mobile simult.

Update IA and expand back-end cron jobs for repetitive orders

Company PRD Feature GTM

Company PRD Feature GTM

Product: Schedule Basket

THRIVE MARKET

Price:
None, part of membership.

Place:
All existing Thrive Market Markets

Promotion:
Release to super users.

Production of YouTube channel instruct videos.

Content marketing to share usability story.

THANK YOU!
BY JOINING THRIVE MARKET, YOUR MEMBERSHIP ALLOWS US TO DONATE A FREE MEMBERSHIP TO A FAMILY IN NEED SO WE CAN ALL THRIVE TOGETHER!
TO LEARN MORE, VISIT:
THRIVEMARKET.COM/GIVING
THRIVE MARKET
WHOLESOME PRODUCTS. WHOLESALE PRICES.